

# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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### **World Record-Setting Event to be Held in Temple**

(Temple) – On Thursday, June 14, thousands of kids and adults at aquatics facilities around the globe will unite to set a new global record for The World’s Largest Swimming Lesson™ (WLSL). Temple Parks and Leisure Services is an official Host Location for the 2012 WLSL record-setting event, taking place at Walker Pool (2615 N. 3<sup>rd</sup> Street) and Clark Pool (1806 Curtis B. Elliott Dr.) at 10:00 – 10:45 am. All ages are invited to participate in this free event and become a world record holder!

The inaugural WLSL event established the Guinness World Record™ for the largest simultaneous swimming lesson ever conducted in 2010 to build awareness about the vital importance of teaching children to swim to prevent drowning. Last year’s WLSL event grew more than 400% with 20,000+ participants representing 13 countries around the globe and 45 states in the United States. “It is important that the community understands the importance of teaching children to swim, and we are excited to join in this event by hosting the two locations in Temple,” said Temple Parks and Leisure Services Aquatics Coordinator, Keith Dawson. “We also hold swimming lessons throughout the summer for those interested in learning to swim.”

Tragically, drowning remains the second leading cause of unintended, injury related death of children under 14 and a leading cause of death for children ages 1-5. Research shows participation in formal swimming

lessons can reduce the risk of drowning by 88% among children aged 1 to 4, yet many kids do not receive formal swimming or water safety training.

The WLSL program works to promote drowning prevention through education by focusing the energy of thousands of participants on a clear and specific message all at the same time. Aquatic facilities, from Disney's Typhoon Lagoon, to swim schools and parks and recreation centers, have all participated in the event to help send the message that Swimming Lessons Save Lives™.

"We're thrilled to see such incredible growth of the WLSL program in two short years," said Rick Root, President of the World Waterpark Association. "The greater the participation, the more families we're able to reach with this crucial message."

"Parents understand how important it is to protect their children by using car seats and requiring bike helmets," said Dawson. "Someday we hope the same will hold true for teaching kids to swim."

This event is free for participants, but space is limited to 50 participants at Clark Pool and 75 participants at Walker Pool so get there early. For more information, please contact Keith Dawson at [adawson@templetx.gov](mailto:adawson@templetx.gov) or 254.298.5931.

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